PROFS

LELY'S PROFESSIONAL FORAGE SOLUTIONS MAGAZINE NUMBER 1 • VOLUME 1 • JULY 2009

LELY TIGO

COMPLETE LINE OF IMPRESSIVE LOADER WAGONS

FIELDDAYS 2009

THE FUTURE HAS STARTED NOW

LELY

Lely 60 years of innovations
GO FOR THE FUTURE

innovators in agriculture

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There are winners and there are losers – and there is a whole range in between. But why does one person become a winner and the other not? The answer is perhaps not as difficult as you might think in the first instance; one simply has to work very hard at it! Research amongst sportsmen and women has shown that if you want to outshine the others in a particular field, you have to be prepared to spend about ten thousand hours on achieving your goal. Ten thousand hours: that means roughly four years of dedication. With a history of 60 years and with fitting pride, we can say that through the years Lely has made every effort to guarantee a better future for the agricultural sector - always unconditionally and with great devotion.

Success is nearer than you might think

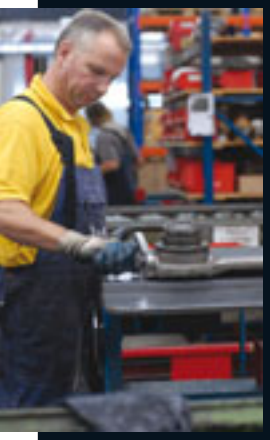
It is true that we repeatedly put up outstanding performances - but we cannot do so alone. We can, however, achieve success by working together with others, in a team in which the positions on the field are meticulously allocated and every party excels in his or her own role, just like in top sport. In a partnership of this kind, all the parties are welded together to form a team, everyone involved delivering that which is agreed. Another crucial point is that we realise that teamwork begins with transparent rules and clear agreements, and that we have to keep one another keen during the realisation of our objectives.

Various issues play a role in sporting successes. Besides commitment, foresight is also an important factor. And, above all, the will to cooperate: really wanting to work for and with others. A great many new challenges are waiting for you and us, and we would like to seize them – together with you.

This is why this Lely ProFS magazine, a publication for experts, for you as specialist in the field of forage harvesting, has been published on the occasion of the Field Days 2009. In this magazine we give you a foretaste of our approach and of the products we will use to implement it - seeing as one thing we definitely have in common with each other is the fact that we want to win, and that this will only work because we are jointly doing something that we really enjoy.

Yours sincerely,

Alexander van der Lely
CEO Lely Group



More than 5,000 Splendimo cutter bars!

2008 was a true top year in terms of numbers of machines that were manufactured in our Maassluis factory. Interesting top scores always go hand in hand with such a year and one of those definitely earns some extra attention; more than 5,000 cutter bars were made in 2008!

Introduction of new Splendimo M-MC mowers

Lely has succeeded in incorporating all demands that our customers make upon a good mower into two new mower lines; a light yet strong mower with the lowest power requirements, a compact transport position, a balanced hydraulic ground pressure relief system as well as an intelligent, non-stop break-back device. ***Read more on page 9.***

Lely takes a minority interest in Mengele Agrartechnik AG

In April 2009 Lely took a strategic interest in the Mengele company, located in German Waldstetten. in addition to this minority interest, Lely has also acquired the exclusive distribution of Mengele products beyond the German-speaking territories (i.e. the entire world, with the exception of Germany, Austria and Switzerland). ***See page 14.***

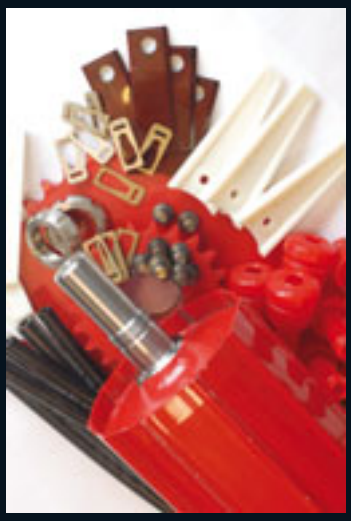
Lely introduces the Lely Lotus 1500 Profi tedder

Yet again, Lely substantiates its name as an innovative company by launching the new Lely Lotus 1500 Profi tedder. This tedder offers literally everything today's cattle farmers demand from a modern tedder: maximum ease of operation, the highest tedding output and a long machine life! ***Read more on page 10.***

Lely International

As from 1 January, 2009, Lely International NV is the direct contact for importers and Lely companies for commercial and technical back-up of all products under the Lely brand within the business unit Forage Solutions: Lely Splendimo mowers, Lely Lotus tedders, Lely Hibiscus rakes, Lely Welger balers, Lely Attis bale wrappers and Lely Tigo loader wagons. ***Please refer to page 16 for an introduction of this new organization.***

Lely Original; because a copy just is not the same...



The use of original parts ensures maximum availability and optimum performance of Lely forage harvesting machines while reducing the risk of unnecessary repairs and the related costs. ***Please go to page 20 for more information.***

Lean: not working harder, but more intelligently!

Lely is in pursuit of permanent improvement and therefore we embarked on a Continuous Improvement process in 2008 on the basis of the Lean principles: achieving more with fewer resources while ensuring that basic conditions such as quality and safety always remain at least just as good. ***Please go to page 30 for an introduction.***

Vermeer

In 2008, Welger Maschinenfabrik GmbH was taken over by a joint venture of Lely and Vermeer. We have asked Mark Core (VP for Vermeer Forage Harvesting) to provide a succinct picture of this special company and to explain the motivation for cooperating with Lely. ***Meet Vermeer on page 26.***

Lely Astronaut *A3 Next*

Proven technology in a new design. By launching this new robot, Lely has succeeded in further improving the Lely Astronaut A3, one of the most advanced milking systems of the market place to today's date. ***Read all about the newest milking robot on page 28.***

Interview with Alexander van der Lely, CEO of the Lely Group

The future has started now

60 years of Lely, what does that mean?

First of all this is a great era to look back on; at the same time now is an excellent time to look into the future with renewed vigour. It is not a coincidence that we have chosen the theme "Go For The Future" for this historic event. In keeping with this theme, we offer customers a conventional or especially composed product at outstandingly attractive conditions. This milestone definitely deserves extensive festivities. Of course, we have celebrated our anniversary with our employees and in addition, for the first time in our history, we have also invited all owners of a Lely Center facility all over the world to visit the Netherlands for a large-scale event. These Field Days, too, are linked up with this theme and they will be more festive than ever before.

We can look back on an era of 60 years of innovations but we also move ahead dynamically; after all, the future has started now! The first celebration festivity in October 2008 went hand in hand with the introduction of the Lely Juno robotic feed pusher; in addition to this, we also recently launched the Lely Astronaut *A3 Next*, i.e. state-of-the-art technology in terms of milking robots. When reading this magazine, you will also find out that we have not exactly been resting on our laurels when it comes to Forage Solutions; the extension of our mower range is impressive and in this jubilee year we are also very proud to be able to present our alliance with, and our strategic interest in Mengele Agrartechnik.

So, Lely keeps launching new products on the market place. Is the company not affected by the economic recession?
Obviously, we are not immune to the reluctance of dairy farmers to invest. Financing has become more difficult and because of the low milk prices in many countries where we are active, it would seem safer to postpone investments. Just watching and doing nothing is an option, but we see that the economic crisis also grants opportunities both to us and dairy farmers. The crisis compels us to opt for a more critical approach to various matters. Thus, we come to well-considered decisions and increased efficiency by making optimal use of available resources. An example: mid-2008 we embarked on the Continuous Improvement project. We thereby apply the Lean Principle, a working method in which we judge each step in the process and discard it if it does not add value for the customer.

When do you anticipate improvements in terms of the economic recession?
Obviously, nobody can assess the final date of today's recession. However, what you can do is to gear to market conditions in the best possible way. Ours is an excellent starting position and dairy farming is a sector with a sound future. Therefore, we keep pushing on in the field of Research & Development. We are still actively seeking engineers to give shape to the multitude of ideas that are still 'on the shelf'.
Fortunately, we notice that many farmers are looking at their dairy management along the same lines. If they are to set up their businesses for the oncoming decade, then they realize that today's milk price is not next year's price and that now is as good as any time to engage in long-term investments. Considering the market situation, general interest for our Lely Astronaut A3 Next, for one, is beyond expectations.

What can we expect next from Lely, and when?
By now, it has become a tradition that we do not reveal the launch of trail-blazing products until the day of the presentation itself. Our Yellow revolution strategy has become a well-known phenomenon and each time we enjoy the attendance of something like 150 journalists from all over the world. In principle, such a large-scale presentation is on this year's agenda, too, but considering the decreased investment readiness on the part of dairy farmers, we may decide to postpone the event. After all, early this year we launched the new Lely Astronaut A3 Next, which has eased some of the pressure on a new product launch. However, there always remains one inescapable maxim: for a company with ambitions such as Lely's, each year anew all things need to move better, faster and cheaper!

In what way does Lely distinguish itself from other makes?
Innovation has always been our strongest competitive benefit and in the future, too, this will remain the mainstay of our company. In addition, we focus on the lowest possible energy consumption of our products as compared to competitive makes. Then again, we are also aware of the fact that it is crucial not only to focus on these aspects but on the commitment of people as well. We stimulate and monitor customer feedback to be able to improve our performance permanently through innovation. Lely epitomizes Dedicated People, Innovation, Independence and Respect; we try to showcase that company culture to the outside world. Due to the entrepreneurial game of staying alert, responding to developments, spreading risks, keeping fixed costs low, co-operating and innovating we ensure that we always distinguish ourselves from the competition.

Will that distinguishing character sustain, or are there strong competitors emerging, who are getting ever closer to the 'Lely-concept'?
We can see that the technical differences between competitors are getting smaller, although frankly speaking I cannot think of any other company that uses so much robotics technology for labour-intensive activities in barns. In the end, the effects of an active strategy for patents are only temporary; yet this policy is crucial with a view to securing our investments. In addition, it is clear that we offer our end customers highly specific expertise and an exceptionally comprehensive range of products for feeding and milking cows as well as manure disposal. All in all, this is a unique full-liner concept, isn't it? It is thanks to the combination of our unique concepts and expertise that we are keen on engaging in competitive battle. We are not coincidentally the innovators in agriculture...

What do you consider to be Lely's major challenge for next year?
To put it quite simply: the same challenge we see every year! It boils down to: benefiting from market conditions in the best possible way a well as strengthening the relationship with our sales network and end customers. Even in the face of today's crisis we keep investing in events such as these Field Days and we are very happy to welcome more than 500 visitors from our worldwide sales network.

Due to the entrepreneurial game of staying alert, responding to developments, spreading risks, keeping fixed costs low, co-operating and innovating we ensure that we always distinguish ourselves from the competition.

Lely Splendimo 460 P en 540 P

Simple, trailed and conveniently wide!

Although the trend in the sector appears to be leaning towards wider mowers in tractor hydraulics, Lely has introduced two new trailed mowers for customers who prefer wide mowing with a relatively light tractor. In tractor hydraulics, wider mowers are not always ideal since the required lifting power is not in proportion to the required driving power. Also, do not forget that the ground contour following is greatly reduced and the demand on one-piece cutter bars is increased on undulating fields, resulting in a heavier mower construction.

This is why Lely has introduced the Splendimo 460 P and the 540 P; simple, trailed and conveniently wide! Each model has two cutter bars with a working width of 2.4 m for the 460 P and 2.8 m for the 540 P. The overlap between the two mowers is large enough to enable mowing of very extreme angles.

The cutter bars are powered on the outside, allowing maximum clearance of the mowers and resulting in a wide swath.

Clever transport position

The long draw-bar, required in the field to enable the mower to operate on both the right and the left side of the tractor, can be folded forwards, thus providing a very compact transport position. The mower is 2.60 m wide during transport.

Hydraulic ground pressure control

The frame on which both cutter bars are suspended is freely manoeuvrable, allowing the wide mower to follow the contours of the land perfectly. An infinitely adjustable hydraulic-pneumatic system supports the weight of the entire construction and ensures the correct ground pressure under all conditions.

Left and right mowing

On large parcels of land, a 15% capacity gain can be obtained through 'up and down mowing'.

Strong coupling

The Splendimo P mowers are coupled to the tractor's hydraulics and the gearbox serves as the pivot for the draw-bar. The PTO shaft always remains the same length and the mower turns easily.

Lely Splendimo M-MC

Years of continuous development have resulted in a new modern mower line!

Lely has been successful in implementing all the qualities that our customers demand of a good mower in two new mower lines; a light yet strong mower with the lowest power requirements, a compact transport position, a balanced hydraulic ground pressure relief system and a well thought-out non-stop break back device! The Lely clip, the perfect mowing image and the excellent Impeller conditioning effect were already familiar to you!

Low weight, low power requirement

The new concept mowers have an even lower weight than before, bringing the required lifting power more in line with the proven low power requirement of Splendimo mowers.

Non-stop break back device: responds to even the slightest resistance!

At the slightest resistance, for example on uneven surfaces or through rough use on headlands, the mower can easily deviate slightly and return quickly to the correct position without the driver being aware of it or having to stop. With heavier obstacles, the mower will swing further backwards and upwards, creating more space to pass the obstacles or, in extreme cases, to let the driver stop.

The new models have a hydraulic fold-up system to a transport position of 110 degrees. In this way, the transport height remains limited, whereas the centre of gravity is very conveniently positioned behind the tractor.

The mower always returns automatically to the working position. The uniqueness of this non-stop device is that the pivot on which the mower swings, is close to the left coupling point, as far away as possible from the cutter bar. Even at the slightest resistance near the tractor, the break back device will function properly, thereby increasing the life span of the mower and also the comfort of the driver.

Stable ground contour following

The Lely mower Splendimo 280 MC has very stable ground contour following due to the hydraulic-pneumatic ground pressure relief system. The ground pressure can easily be adjusted at any time to adapt to changing circumstances. The pressure setting is stored inside the closed hydraulic circuit.

Better wide!

With the improvement to the wide-spreading device, the MC models are able to cover the crops full-field and to the left more easily. The user can effortlessly adjust the mower from full-field mowing to laying down swaths.

Lotus 1500 Profi

The smartest, fastest and strongest tedder of its time!

Ideal performance when turning
Due to the Profi attachment the turning point is moved a lot further back so that the tedder is 'true to track'. Easy for manoeuvering!

Quick to set into the headland position
With just one swift operation you move the 15 m wide tedder into a large headland position. It ensures optimum ease of operation, when you want to drive back quickly or cross a ditch!

Simple control
Due to easy use of the tractor's hydraulics, the machine can be folded quick and easily.

No output without stability
The support wheels of trailed Lotus tedders are positioned in front of the tedding elements and they have a relatively long drawbar. This results in excellent ground contour following as well as a high degree of stability.
Maximum ease of operation, the highest output and a long machine life! The Lotus 1500 Profi offers everything you expect from a modern tedder... and more!

Manufactured with sustainability in mind
Even into the smallest details, the Lotus 1500 stands out by its sustainable construction.
Interconnected safety guards guarantee an outstandingly strong construction.

Compact transport, quickly into the working position.
Due to the intelligent method of folding, the Lotus 1500 has a low centre of gravity and the machine requires little space on the road and during storage. As standard, the tedder features hydraulic brakes. Folding the machine in and out is a very simple operation requiring only little time.

Strong drive line with double safety
The proven Lotus drive line of the Lotus 1500 tedder has two gearboxes as well as two safety couplings. The unique thing about this system is that power is properly distributed; safety is custom-made for this drive.

Lely Hibiscus 1015 CD Profi +; improved ease of use

Years after the launch, the users of our widest rake continue to be surprised when it comes to output and raking quality. To increase ease of use, the 1015 Profi+ version is equipped with a hydraulic working depth adjustment mechanism. In addition to easier depth adjustment, the electronic control system also replaces the pull cord for choosing between folding up for transport and adjusting the width. The Hibiscus 1015 Profi provides you with even more comfort than ever before.

2010: New tines on the Hibiscus 725 - 805 - 855 CD

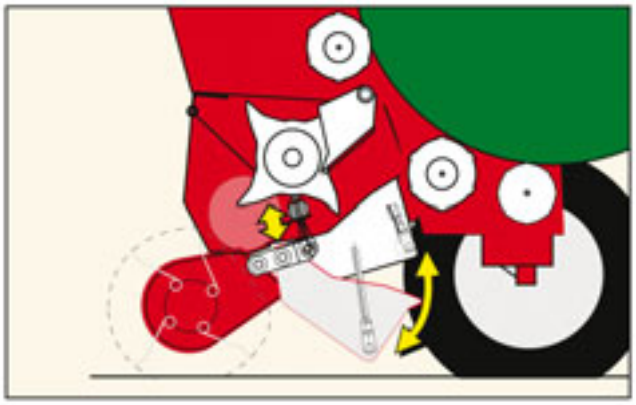
Following on from the Ro-tine, during the Field Days Lely will launch a new tine for the Hibiscus central delivery rakes and the modular Master rotor. The new tines are better positioned and more evenly distributed over the tine arm, making it possible to achieve cleaner raking. The slightly curved tines Produce a more evenly shaped presentable swath.

In the coming years, this shape of tine will be introduced on all other Lely Hibiscus models.

Lely Welger balers

Maximum choice in chopping length

Lely Welger balers feature three chopping units which, in turn, allow a variety of combinations. The two Xtracut systems, with 17 or 25 blades, are especially convenient, because they allow the operator to engage or disengage blades as well as being able to switch between groups of blades. So: optimum use of operation combined with extensive operational possibilities.



Hydroflex: often imitated, never equalled

A flex-down blade floor is a feature that we see more and more often these days. So it is clear that this Welger invention is the optimal solution to remedy any blockage in the feed channel. The Hydroflex is, and remains a unique feature of the Welger system; it comes as standard or as an option on all balers with a chopping device. Hydroflex makes it possible to lower the blade floor at the moment a crop lump or stone needs to pass. Two rugged rubber buffers lower the blade floor underneath the rotor allowing for a temporary larger clearance so that blockage is avoided. Hydroflex guarantees optimum output!

Lely Welger V160 – Now with string or net binding!

Following its successful launch at the Agritechnica - late 2007 - the round baler V160 with variable chamber has proven, for the second season, its unequalled baling output. This 'price fighter' in the Lely Welger range, which is meant for the drier crop types, does not only excel in output but also in its excellent price/quality ratio. As from the 2010 season, this baler comes with string or net binding, or a combination of both. This definitely enhances the machine's versatility, because it will then be suited to a variety of applications and users.

Graeme Cottrell's experience of round belt balers began some 25 years ago when he began contracting for neighbouring farmers. In those days, bales were tied with string and the baler needed re-setting and adjusting every time the baler moved into a different field and crop. After seeing a Lely Welger Belt Baler RP435 eat up grass silage during a demo in 2007, Graeme was convinced that problems in the 1980s had well and truly been overcome with the modern technology found in the Lely Welger baler.

A Lely Welger RP435 Farmer Mastercut Variable Chamber Baler was purchased new in 2008. The Lely baler coped with every crop it tackled, efficiently and quickly baling 10,000 bales. "I was constantly amazed as to just how much grass went into the Lely baler," said Graeme. One thing, which was noticeable throughout, was that the bales produced certainly did not "squash up" on the trailer when loaded for transport. "Our LELY bales were solid bales. Net and wrap was saved as are disposal costs and our customers had better-made silage."

Tim Brooks, Area Manager for Lely (UK) LTD gives his opinion

"One item that sets the Lely Welger Balers apart from other makes is the flexcontrol. This WelgerR patent enables the floor to flex down 20mm at all times. Whilst this seems a small amount of movement, it is sufficient to allow wodge's of material through which otherwise may have blocked the baler. As far as I am aware Lely Welger is the only company that has this flexible feed "throat" and the only true anti-block device which does not require complicated reverse drive systems."

Andy Pryce of local dealer James Pryce Tractors reports that "he can't get enough" of Lely Welger second hand balers to satisfy demand, "so its just as well that we can sell new ones."

Lely Tigo

During mid-May, Mengele Agrartechnik AG and Lely announced that both companies had entered into a strategic alliance with the main objective of producing a complete line of loader wagons in the Lely colours. For Lely this means an important expansion of its product range. For Mengele, a great opportunity to significantly increase its distribution network. The Field Days have been selected to present the new Lely Tigo wagons for the first time to a large audience.

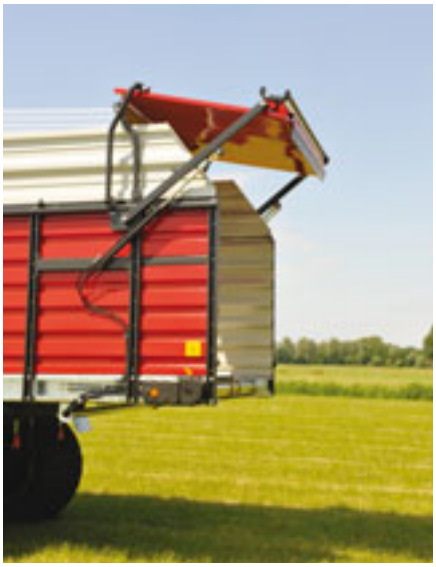
Mengele has built up a very good reputation over the years in the field of loader wagons. This company from Waldstetten, near Stuttgart in Germany, also has other products in the range, and there is every possibility that in future these will also be available in the vibrant red colour of Lely.

Complete programme

Loader wagons are used for forage harvesting, where the requirements of the users are as diverse as the working area of these wagons. For example, the farmers on the steep alpine slopes have entirely different requirements than contractors in the Netherlands or Denmark, where only speed and quantity counts. The range of loader wagons, which will be offered by Lely in future under the name of Lely Tigo, provides a number of possibilities for all users of loader wagons.

Lely Tigo S – Proven loader wagon concept

The S-line is comprised of wagons with steered feeding and due to their construction, a low centre of gravity, making them extremely suitable for steep slopes. These simple wagons are equipped with the basic essentials and can be made very complete with the various options available. There is a choice of 4 models of which the S Classic is the smallest. This is the only wagon with a single axis where the feed rotor is produced with three arms. Furthermore, all models are available with a larger track width and a lower



Model	Content (Din)	Input	Pick up	Weight	Blades	Discharge rollers
S Classic	22	Steered rotor	5 tine rows cam track	2100	33	X
S 35-40-50	22-29	Steered rotor	5 tine rows cam track	2380 - 3420	33	X
R 40-45	26 - 28,7	Cutting rotor	Non-steered cam track 5 tine rows	4400 - 5830	31	Option
R Profi 50-60-70		Cutting rotor	Non-steered cam track 7 tine rows	6150 - 7560	38	Option
R Combi 60-70	36,5 - 41,5	Cutting rotor	Non-steered cam track 7 tine rows	7500 - 8400	38	Option

product range

superstructure, making the wagons even more useful on extreme slopes.

Lely Tigo R – Output for cattle farmers who take care of their own ensiling

For cattle farmers requiring more output, the robust R-range of chopper loader wagons is the solution. These wagons are equipped with an 800 mm cutting rotor with 31 knives and a non-steered pick-up with 5 tine rows. The design of the wagon is rather simple but it is intended for output and ease of operation. With a capacity of 40 m3, these wagons are extremely suitable for livestock farmers with medium-sized businesses who wish to carry out their own ensiling.

Lely Tigo R Profi – Perfect technology for maximum efficiency

For large livestock farms and contractors, the R Profi series is available, which is one size larger than the R-series in every aspect. The non-steered pick-up has 7 tine rows, the rotor has a diameter of 880 mm and has 7 tines on each ring, the floor chain is in two parts, and the wheel set is suitable for considerably wide tyres due to a wide axle distance.

These loader wagons have a good sized capacity and a wide feeder that guarantees even the highest feeding capacity for the best cutting quality. The automatic loading system ensures optimal loading of the wagon so that each journey made has maximum effect.

De Lely Tigo 70-80 R Combi – Not only 100% loader wagon but also 100% silage wagon

To utilize the content of the loader wagons even more effectively, the R-Profi wagons have been further developed into "dual-purpose wagons"; the R Combi models. Converting the wagon into a fully-fledged silage wagon is merely a question of covering the feed channel and folding up the loading hood. The part of the front wall to which this cover is attached can be tilted forward in part hydraulically.

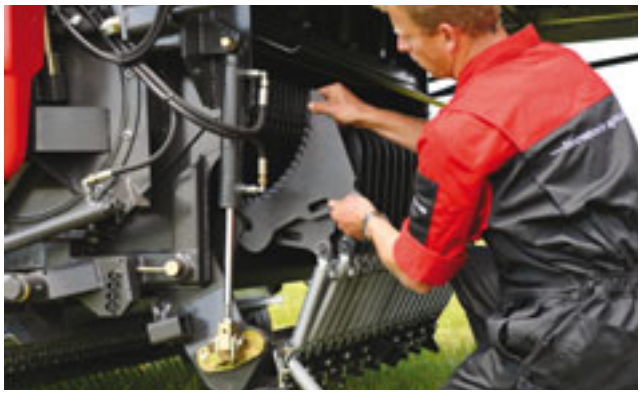
The steel side panels, manufactured from one piece on the Combi, and the reinforced transport set, make the wagon capable of withstanding heavy silage loads.

New Pick-up without cam track!

The R, R Profi and the R Combi wagons are equipped with a newly developed pick-up without cam track steering of the tines. The tines rotate through specially designed deflectors that ensure that the grass is smoothly conveyed to the cutting rotor. Due to the minimal distance between the tines (54mm), this pick-up guarantees an absolutely clean crop uptake and tremendous capacity.

Precise cutting

The cutting directions of the Tigo wagons have a very precise effect. This is due to the broad, flat frames of the tines, which transport the crop over the blades. The minimal distance between the blade and the tine prevents the crop that lands across the blades from escaping, which is then perfectly cut. The blades are easily removed and switchable in two groups on all wagons. The tine rings are replaceable without welding them onto the rotor.



"With one 'face' to our worldwide customers we can optimize our business and improve our service level significantly."

Effective January 1st, 2009 the agricultural sales and service business of Lely Industries N.V. and Welger Maschinenfabrik GmbH are handled by a new established company called Lely International N.V. The headquarter of the company is located in Maassluis, Netherlands with a branch in Wolfenbuettel, Germany.

"So far Welger and Lely Industries had their own export channels in each country. Although often this was the same importer, the relationship was always handled separately by the two companies. In Lely International we will only have one person responsible for a certain export market, representing the complete Lely Forage Solutions product line. Obviously Lely International will also become responsible for the sales and service of the Lely loader wagons. We believe that this set-up will not only be more efficient, but also enable us to spend maximum focus on export areas where we see a lot of growth potential. Furthermore, we aim to improve our service level significantly with one face to our worldwide customers", says Niels Havermans, the Managing Director of Lely International N.V.

We aim to improve our service level significantly with one face to our worldwide customers

The new sales and service organization Lely International NV is responsible for the distribution as well as commercial and technical support of all Lely branded products within the business unit Forage Solutions to importers and Lely companies worldwide; being Lely Splendimo mowers, Lely Lotus tedders, Lely Hibiscus rakes, Lely Welger balers, Lely Attis balewrappers and Lely Tigo loader wagons.

The aim is to maintain a stable sales network and to ensure a professional and progressive product range in the market place. Lely International N.V. is split up into four departments: Sales Support, Sales Administration, Technical Service Support and the Parts Center.
The company's headquarters is in Maasluis, the Netherlands, with a branch in Wolfenbüttel, Germany.

"Lely's strong product line of mower, tedders, rakes, balers and loader wagons will strengthen our position and attract dedicated dealers."

Sales Support

The area managers who form part of the Sales team represent all Forage Solutions products. They are your direct contacts and they ensure full support in terms of sales and dealer development.

Sales Admini-stration

The logistics of the organization have been divided between Maassluis and Wolfenbüttel. This department takes care of order handling as well as worldwide transport.

Technical Service Support

Our technical staff are ready to offer comprehensive assistance to the best of their knowledge. In addition, TSS, takes care of training courses and service information to make sure your organization is always up to date.

Parts Center

The Parts Center in Maassluis handles the parts supplies for all Lely products. Centralised management of all spare parts saves costs and enhances the operational power of our organization.

Organigram Lely International N.V.

MANAGEMENT

Niels Havermans
Managing Director

Markus Kube
Vice President

SALES SUPPORT

Markus Kube
Vice President

SALES ADMISSION

Andreas Aschoff
Sales Manager Balers

Sjoerd van Gelder
Sales Manager Grassland

TECHNICAL SERVICE SUPPORT

Bernard Diedrichs
Service Manager

Sjoerd van Gelder
Service Manager Grassland

PARTS CENTER

Marcel van der Weiden
General Manager

LELY
www.lely.con

LELY TIGO

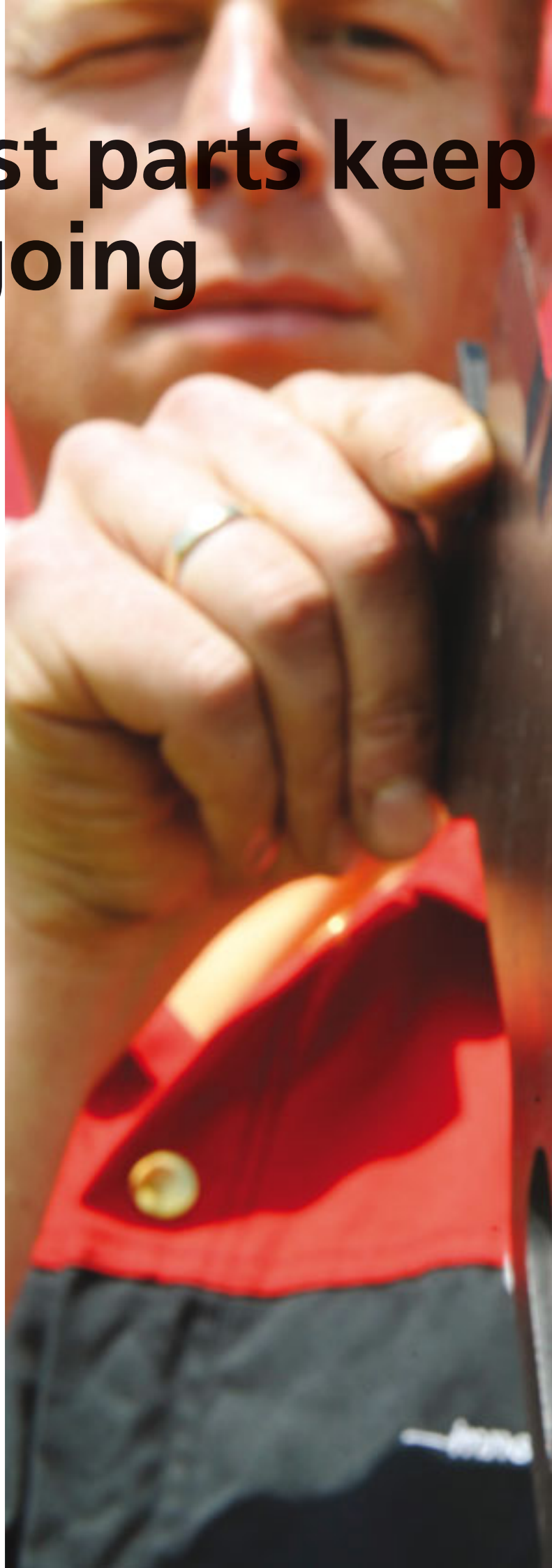
The smallest parts keep machines going

All our products are produced and developed with a view to the complete whole. Every separate component is a part of the general design. This is why our spare parts provide added value. They are original parts that fit perfectly, right down to the tiniest detail. We are the only supplier to give you direct access to all the parts you need, so we are the safe, easy choice. Original parts from Lely are reliable, have a long life and are economical to use.
All our original parts are produced in accordance with the strictest standards and specifications in order to optimise the life of Lely forage harvesting machines and guarantee maximum safety. The use of original parts ensures maximum availability of your machines and reduces the risk of unnecessary repairs and the related costs.

We have more than 18,000 different articles in stock at our Central Parts Center. All our parts, from the smallest nut to the heart of the machine, are no more than 48 hours away, wherever you are. We can often deliver even more quickly than that, thanks to

ORIGINAL

The decision of whether to purchase original or non-original parts is often taken on the basis of the price, although cheap parts may cost you a lot more in the long run. This is why we have opted to market our spare parts under the brand name 'ORIGINAL'. The use of this brand name on packaging and promotional materials enhances the position of Lely Spare Parts and shows the customer that we pay more than average attention to quality and service. Original parts from Lely - the only parts that are just as uncompromising as the machine itself.



your valuable

The final result: maximum availability with minimum turnaround times

the parts stored at our regional warehouses. Goods will be delivered from our central warehouse, or one situated more locally, depending on your location, in or outside Europe. Opening hours, contact details, deadlines for last orders and conditions differ according to the market.
Our colleagues at the order desk will give you any expert information you need to know about your orders, along with availability, price and documentation.

The specific market details are available on our Extranet.

LELY CLOTHES

We're happy to present you a range of Lely's promotional items.
All Clothes and Gifts can be ordered via spr-orderdesk@lely.com
or fax: +31 (0)10 59 96 414
For more information please contact communications@lely.com

We hope you will enjoy reading and ordering these items!
The Lely corporate communication team

◀ ***Overall***

€ 28,50 excl. TAX

9.9999.5051.0	Lely Overall (48)
9.9999.5052.0	Lely Overall (50)
9.9999.5053.0	Lely overall (52)
9.9999.5054.0	Lely Overall (54)
9.9999.5055.0	Lely Overall (56)
9.9999.5056.0	Lely Overall (58)
9.9999.5057.0	Lely Overall (60)
9.9999.5058.0	Lely Overall (62)
9.9999.5059.0	Lely Overall (64)

▲ ***Winterjacket***

€ 48,50 excl. TAX

9.9999.5175.0	Lely Winterjacket (S)
9.9999.5176.0	Lely Winterjacket (M)
9.9999.5177.0	Lely Winterjacket (L)
9.9999.5178.0	Lely Winterjacket (XL)
9.9999.5179.0	Lely Winterjacket (XXL)

▲ ***Cowboy hat***

€ 2,50 excl. TAX

9.9999.5266.0	Lely Cowboy hat

& GIFTS

▲ *Polo shirt*

€ 9,80 excl. TAX

9.9999.5080.0	Lely Polo shirt (S)
9.9999.5081.0	Lely Polo shirt (M)
9.9999.5082.0	Lely Polo shirt (L)
9.9999.5083.0	Lely Polo shirt (XL)
9.9999.5084.0	Lely Polo shirt (XXL)

Cap ▶

€ 1,50 excl. TAX

▲ *Fleecejacket*

€ 24,00 excl. TAX

9.9999.5205.0	Lely Fleecejacket (S)
9.9999.5206.0	Lely Fleecejacket (M)
9.9999.5207.0	Lely Fleecejacket (L)
9.9999.5208.0	Lely Fleecejacket (XL)
9.9999.5209.0	Lely Fleecejacket (XXL)
9.9999.5139.0	Lely cap

▲ *Pocketknife*

€ 3,45 excl. TAX

9.9999.5326.0	Lely Pocketknife

▲ *Liquid Cow mouse*

€ 5,50 excl. TAX

9.9999.5258.0	Liquid Cow mouse

▲ *Shirt red*

€ 13,50 excl. TAX

▲ *Tie*

€ 11,50 excl. TAX

9.9999.5190.0	Lely Shirt Red (S)
9.9999.5191.0	Lely Shirt Red (M)
9.9999.5192.0	Lely Shirt Red (L)
9.9999.5193.0	Lely Shirt Red (XL)
9.9999.5194.0	Lely Shirt Red (XXL)
9.9999.5069.0	Lely tie

Extranet Forage

What is the Extranet?

The Extranet allows authorized Lely Dealer employees all over the world to download all kind of information from the Extranet such as manuals, service information, assembly instructions, newsletters, brochures, pictures etc.

The Extranet is 'web based', which means that employees obtain access through the internet via a login code. According to their responsibilities, employees will be assigned to different maps. In this way everyone can access the information required without having to search the whole Extranet. Selected files can be downloaded easily. Major benefits of Lely's Extranet: substantial files do not need to be sent by email and the most actual versions of documents will always be available.

Uploading of files will be ensured by 'information responsibles'. It's their task to add new relevant information to the maps according to their responsibility and to actualise the files when new versions are available.

Where and how to login?

Because the Extranet is 'web-based, it can be accessed quite easily.

1. Type or copy the following URL code in your web browser: http://fsinfo.lely.com
2. Type or copy your user name, sent to you by mail.
3. Type or copy your password, sent to you by mail.
4. Click the 'Log in' button.

Solutions

What's there to see on the home page?

The home page of the Extranet is divided in the following areas:

1. On top of the page there are three general buttons: 'Log out' to exit the Extranet, 'Contact' which shows the contact information of the technical administrator of the Extranet and the 'Help' function, which shows you the digital version of this reference card.
2. The L/H column shows the main menu of the Extranet. Almost all items in this first level of the menu also have an underlying second level. The reference card shows an overview of the total menu structure of the Extranet.
3. The boxes, centred on the homepage show quick entrances to the latest uploaded files, which are sorted by the same items as the ones shown in the main menu.

Account authorisation

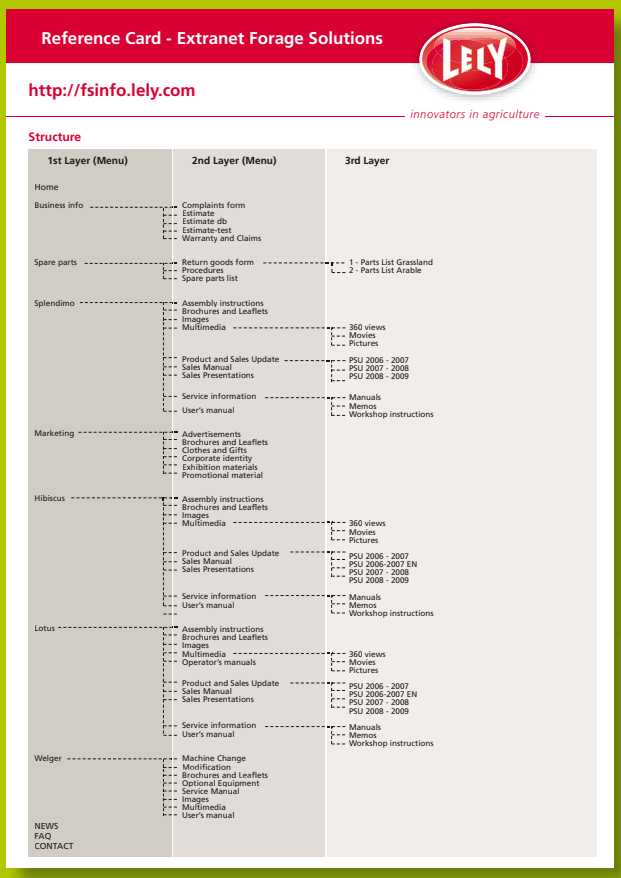
All login codes to access the Extranet have different permissions. This means that users will only be assigned to different menu items, maps and files according to their account permissions. In addition to that, the Extranet will run much faster because only personal necessary maps and files need to be shown.

1st Layer (Menu)
Home
Lely Contacts
FAQ

2nd Layer (Menu)
All questions around the
Extranet will be answered here

3rd Layer
(Access to these folders depends on your login permissions)

Notice: depending on your account authorisation, you may not be able to view all chapters of the Extranet!



Major benefits of Lely's Extranet: substantial files do not need to be sent by email and the most actual versions of documents will always be available.

In 2008, Welger Maschinenfabrik GmbH was taken over by a joint venture of Lely and Vermeer. We have asked Mark Core (VP for Vermeer Forage Harvesting) to provide a succinct picture of this special company and to explain the motivation for cooperating with Lely.

Meet Vermeer

From left to right: Gary Vermeer, Bob Vermeer und Mary Andringa - Vermeer

Vermeer Manufacturing Company

In Pella, Iowa, the Vermeer company boasts an industrial park of more than 130,000 square metres for the production of machines and storage of spare parts. Vermeer's employees specialize in designing and manufacturing machines and products for building and maintaining environmental and landscaping infrastructures. Thanks to Vermeer's strong international distribution channels and overall presence, including products for niche markets in construction, the company is active in 54 countries all over the world; Vermeer also has production

Mark Core

sites in the Netherlands-based Goes and Beijing in China.
Total human capital is 2,000 people, of whom 300 are working in Vermeer's agricultural division. Vermeer's forage harvesting machines are sold through a close-knit dealer network in the USA and these machines are also sold in Canada, Australia, New-Zealand and Japan. The Vermeer range of agricultural machines comprises mowers, mower-conditioners, tedders, rakes, balers, bale wrappers, machines for processing and transporting bales as well as stone pickers. Just like Lely, Vermeer is a family-owned company, which is currently run by the second generation, Bob Vermeer and Mary Andringa-Vermeer, and the Vermeer company was also founded in 1948.

Mark, Vermeer is not the kind of company that tends to enter into intense alliances with third parties. So, how has this strategic alliance with Lely come about?

'Lely and Vermeer already share a long-standing history. Since 1989, Lely has been supplying modular cutter bars for Vermeer mowers and in 2003 the cooperation was further strengthened by a new strategic alliance. The eventual outcome of this form of co-operation was that Lely forage harvesting machines were sold and technically backed up in the United States under the Vermeer brand name. As a company, traditionally Vermeer has always grown "naturally" but also because of our need for a consistent and more strategically underpinned growth we consider this to be a unique opportunity. It is quite logical that two companies with an identical market focus, history and philosophy should be looking for opportunities to sustain and extend their relationship. Lely is strong on the European markets while we are holding a strong position in the US; both companies, however, are seeking increased impact on the world market.

What are the benefits of this alliance for the dealer network?

'Jointly, we boast a comprehensive range of forage harvesting machines, including balers, for various customer segments. Thus, we open doors, both towards dealers and widely ranging groups of customers. Provided that we operate with vigour, both the dealers and we can benefit from a fully-fledged product range for the agricultural business, highly competent research departments as well as powerful production facilities with a high degree of motivation. We

Lely and Vermeer have literally everything it takes to be successful. And who would not like to do business with a successful team?

are major players in our fields. We are represented in the two most important currency areas of the world. Between us, we supply an outstandingly attractive portfolio of products with enhanced choices for market places where we are currently not yet engaged in the competition struggle. So, all in all: Lely and Vermeer have literally everything it takes to be successful. And who would not like to do business with a successful team?'

Lely introduces the automated milking system

Lely Astronaut *A3*

In April 2009, three and a half years after the introduction of the milking robot Lely Astronaut A3, Lely launched a new automated milking system: the Lely Astronaut *A3 Next*. By launching this new robot, Lely has succeeded in further improving the Lely Astronaut A3, one of the most advanced milking systems of the market place to today's date. The most striking difference is the new and stylish design. However, there is more than just good looks.

The Lely Astronaut *A3 Next* consumes considerable less energy and water than competitive makes. In addition, the use of high-grade materials - combined with a minimal number of moving parts - guarantees a long life span as well as a substantially higher trade-in value. Moreover, cleaning and maintenance of the robot is easier.

Lely - the inventors of robotic milking - introduced the first milking robot 17 years ago. Now, by launching the new Astronaut *A3 Next*, Lely has shown its capability to apply dairy farmers' feedback effectively for ongoing and sustainable improvement of the concept of automated milking.

The Lely Astronaut *A3 Next* consumes considerable less energy and water than competitive makes.

The Lely Voyager
Allocates a fresh strip of fresh grass to the cows throughout the day

The Lely Discovery
The most flexible and complete solution for barn hygiene

Next

The Lely Juno
Provides fresh feed to the cows 24 hours per day

SMARTER!

1. Milk Quality Control (MQC)
This ultra-modern system checks the milk colour, conductivity and milk flow to ensure optimum milk quality control.

2. The robot box
The spacious robot box with its soft rubber floor ensures optimal cow comfort, without any coercion for the animals. The cow's position is established by means of sensors, which are fitted in the weighing device in the floor.

3. Pre-treatment and cleaning
The special brushes, combined with the meticulous arm movements, ensure 40% more effective cleaning and stimulation as compared to conventional situations.

FASTER!

4. Lely 4Effect pulsation system
Settings can now be adjusted at quarter level. This ensures a truly individual treatment of cows and, hence, 'tailor-made' milking.'

5. The Lely Astronaut arm
The arm remains underneath the cow and controls the entire process. Fewer arm movements are required, which is quieter for the cows as well as ensuring fastest possible handling.

6. TDS
The Teat Detection Sensor comprises three-layer scanning technology for connecting the teat cups at an unequalled speed.

STRONGER!

7. The Lely Astronaut arm
Even if a cow should stand on the arm, that would not cause any damage due to the arm's strength and pneumatic control.

8. Minimal movements
The number of moving parts is limited and movements required are minimal with a view to reducing wear and tear of the robot.

9. Durable construction
Lely uses only high-grade materials, which results in a long lifetime as well as high trade-in value. A five years' warranty can be allowed on a number of essential robot components!

Lean: not working harder, but working more intelligently!

How does the Lean principle work?

Lean is a working method that places the customer in a key position. Each step in the process - no matter if an order, a design, after sales or a production process is involved - is judged on the question if it adds value for the client.

Lean boils down to removing all steps that do not add value (waste) as well as an ongoing search for better ways. Thus, Lean supports the Lely strategy as well as providing a competitive benefit: 'Less time, lower stocks, less space and less tied-up capital'.

This does not only relate to Lely's production, but also to the cooperation between production facilities and distribution companies; in addition, it relates to the way in which we provide service to our customers in the field. Commitment on the part of employees is of immense importance in this entire process; after all, they are for the larger part decisive for the way in which the Lean working method will be realized and implemented.

Among the most striking Lean activities are the 'Rapid Improvement Events', also known as 'events'. A team of approximately nine people look into ways to eliminate waste in working cells. Subjects may be: too high stock levels, unnecessary movements, failures or waiting times. An employee who is looking for tools may be quite busy, but from the customer's perspective, no value is added whatsoever. Hence the slogan 'not working harder, but working smarter!'

Throughout the events, experiments are carried out with other methods of working, or a different layout of working stations and resources. Here, too, the condition applies that 'measuring is knowing', so the potential improvement of any new approach is tested. The value of each idea needs to prove its value in practice. Observation on the work floor and looking out for waste, that's the main idea.

Over the past year, dozens of events took place at various production sites, among others in terms of R&D, purchasing, production and sales. Throughout the process, substantial improvements were realized in relation to, among other things, quality, productivity, speed, stocks and production surface. This means that we can do more, with fewer resources, whereby basic conditions such as quality and safety always remain just as good at any rate. In practice, this means that employees spend less time searching for gear, carrying out repairs or moving around.

The results of the events show that Lely is steering the right course with Lean. What matters now, is that we stay on course and get better and better, every day anew.

The Lely Center Concept

The Lely Center concept is a formula that has been carefully thought out by the Lely Group. The formula embraces a number of self-contained companies spread all across Europe, the USA and Australia/New Zealand, providing a unique range of products and services for the dairy farming industry. In Europe, this is implemented under the umbrella of a franchising formula, whereas in the USA and Australia/ New Zealand the Lely Center concept is handled through independent dealers. The Lely Center Concept is characterised by specific properties like the use of the trade name, brands, corporate signs/logotypes/neon signs etc. Also included are rules on laying out the commercial premises as well as a pre-defined formula for purchasing, sales and after sales obligations, for setting up the product assortment, advertising and other sales promotion activities, all this to be understood in the broadest sense of the word.

Each and every Lely Center facility is situated close to the dairy farmers in its region. This ideal starting point enables them to provide dairy farmers with a comprehensive range of high-grade Lely products and services that are tailored to their specific needs.

THE LELY PRODUCTION COMPANIES

Currently, Lely boasts three production sites:

- ***Maassluis, the Netherlands, where forage harvesting machines are manufactured:***
- ***production surface 60,000m²***
- ***130 hectares of testing grounds***
- ***human capital 170***
- ***Forage Solutions; mowers, tedders and rakes***

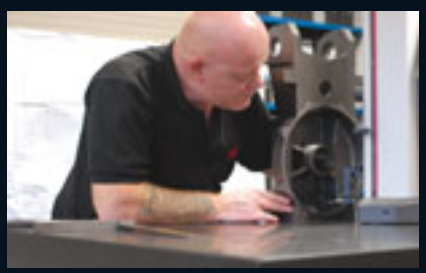
The Weverskade at Maassluis is Lely's homeland. Here, the brothers Cornelis and Arij van der Lely shaped their ideas to relieve heavy physical labour in agriculture. The production site for forage harvesting machines and the company's head-office as well as Lely's major testing grounds are located in Maassluis.

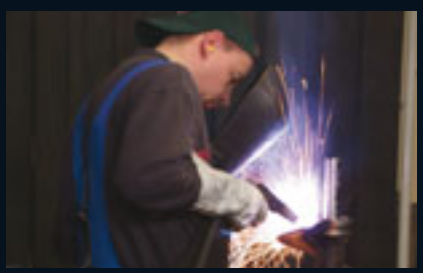
- ***Rotterdam, the Netherlands, where all Lely products for dairy farming (milking and feeding) are manufactured:***
- ***production surface 14,000m²***
- ***human capital 200***
- ***Dairy Equipment; milking robots plus other automated products for barns and feeding***

On October 14, 2008, Lely's second production company in the Netherlands was officially opened. Lely has rented this new location as an extension to the Maassluis-based production site and by commissioning this location at the Abraham van Stolkweg in Rotterdam, the company has doubled its production space for milking robots and associated barn products.

- ***Wolfenbüttel, Germany, where Lely Welger machines are manufactured:***
- ***production surface 50,000m²***
- ***human capital 350***
- ***balers and bale wrappers***
- ***joint-venture of Lely and Vermeer***

Welger Maschinenfabrik GmbH - the joint venture between Vermeer, Lely and this German manufacturer of balers and bale wrappers - is located in Wolfenbüttel. The product range comprises high-pressure balers, round balers with a fixed or variable chamber, big balers, bale wrappers plus combinations of balers and wrappers.





WELGER MASCHINENFABRIK

During the Field Days on June 25 and 26, the visitors had the opportunity to visit Welger Maschinenfabrik GmbH in Wolfenbüttel.

Welger, a name that is steeped in tradition, goes back to 1856, when the very first Welger company was founded in Seehausen. There, Gottfried Welger, the head of the family, owned a large forge. He devoted himself to repairing agricultural machinery and to producing tools and equipment for the agricultural sector.

Even before 1880, straw balers were produced in the forge and the first patents were secured quite soon. In 1899, Gottfried Welger's sons founded the Maschinenfabrik Gebrüder Welger, a company that developed and manufactured straw balers. From that time until today's date, the history of the Gebrüder Welger company has always remained a synonym for baler production. In 1899, the company's first stationary straw baler was patented. Manual binding of straw was still necessary with the first machines, but as early as 1901 Welger developed the first baler in the world with an automatic binding system.

In 1928 the Welger company already conducted the first successful tests with pick-up balers. Around that time, the company also set up a second production line for agricultural transport wagons. Welger was the first manufacturer that made agricultural transport wagons with pneumatic tyres in serial production. In the fifties of the last century, Welger added farmyard manure spreaders as well as pick-up loader wagons to their range of agricultural transport wagons. In the early sixties the company added its third production line of disc mowers. In 1972 the company started to develop and produce stationary compaction presses for the waste recycling industry.

Two years later, Welger developed an entirely new line of balers: a roll baler for big round bales using the fixed chamber principle.

As from 1985, Welger has been offering its big balers. In the early nineties, the introduction of balers with a cutting mechanism heralded the Welger RP 200 model, the baler that developed - immediately after the product launch - into the best sold round baler in its market segment.

Lely – 60 years of unstoppable progress in agriculture

Already at the start of the last century, as children, Cornelis and Arij van der Lely sat by the open fire of their parents farm playing with a box of Meccano trying their best to give form to their ideas for alleviating the hard physical labour of farming.

The first patent was made public on September 15, 1948, and thus Lely was put on the map as an Agricultural company in 1948.

Around 1958 Lely started on the development and production of the single disc fertiliser spreader, an entirely unique artificial fertiliser spreader which even today is still produced and sold in America. Production took place on the site in Maassluis which is now used as the Lely Training Centre. The innovations followed each other in quick succession. In

1948

Lely's foundation after the invention of the fingerwheel rake

1958

Lely single disc spreader

1965

Lely Lotus hookshape tine

1995

Official introduction of the Lely Astronaut robotic milking system

1997

Lely Lotus 1325 world's largest tedder

1999

Lely MQC (Milk Quality Control) sensor system

2005

Lely Discovery mobile barn cleaner

2006

Lely Astronaut A3

2007

Lely Voyager automatic grazing system

1965 Lely brought the Lely Lotus hook-shaped tine onto the market; a uniquely designed tedder tine which could turn crops more quickly and cleanly. But it was with the development of the Lelyterra power harrow in 1968 that Lely made its real breakthrough. This development also marked the internationalisation of the company and an unprecedented growth in sales. In 1983 reaping technology received a huge boost with the introduction of the modular cutter bar.

The vision at Lely right from the outset was that an alternative had to be found to the labour-intensive and repetitive milking process. The Lely Astronaut milking robot was introduced in 1992 and is, without doubt, the most important invention of the 20th century for dairy farmers.

It is also under the inspiring leadership of the second Van der Lely generation that the company keeps looking for ways to improve the quality of cattle farmers' lives, both financially and socially. Besides the introduction of rakes and tedders for a wide range of applications, the development of ever more automated equipment for use in the cowshed also matches this aim. And this 60th anniversary celebration promises many more to come in the future.

Cornelis van der Lely
2nd March 1920 - 7th May 2003

Arij van der Lely
10th May 1925 - 13th April 2001

1968
Lelyterra power harrow

1983
Modular cutter bar concept

1992
First Astronaut customers:
Ad and Gretha van den Berg

2003
Lely Astronaut Evolution

2004
Lely Hibiscus 1015 Profi - the world's largest 2-rotor central delivery rake

2005
Lely Splendimo Clip

2007
Lely Lotus 2010 tedder

2008
Lely Juno feed pusher

?

A FULL MUG PER HECTARE!

SUBSTANTIAL SAVINGS ON FUEL WITH LELY SPLENDIMO MOWERS…

SMARTER, FASTER, STRONGER!

Recent tests in Germany have demonstrated what we at Lely have known for a long time: 'Our mowers require considerably less power than the mowers of our competitors.' The Profi magazine test has proven that Lely mowers require substantially less power than the other 8 brands. If you calculate that difference in terms of fuel, you will arrive at a difference of at least 1 litre per hectare! And in addition, you still maintain excellent conditioning results. Just calculate what the benefits per year will be...

Live Life Lely

Lely 60 years of innovations
GO FOR THE FUTURE